

WHAT IS CLAIMED IS:

1. A method for segmenting a population, comprising:
 - generating population segmentation trees based on demographic data and on behavioral data for a set of consumers;
 - defining a base level population segmentation tree;
 - defining a set of alternative level variables useable as substitutes in the nodes of the population segmentation tree; and
 - determining substitute split values for each node of the tree to enable up and down shifting between levels.
2. A method according to claim 1, further including determining whether a level shift is required.
3. A method according to claim 2, further including determining segments using the base level tree when no level shift is required.
4. A method according to claim 2, further including determining segments using another level when a level shift is required.
5. A method according to claim 4, wherein a level is determined when a level shift is required.
6. A method according to claim 1, further including generating population segmentation trees based on demographic data and on behavioral data for a set of consumers.
7. A method according to claim 1, wherein the split values are for income and age.
8. A method according to claim 1, further including verifying the results of a segment determination when using substitute values.

9. A system for segmenting a population, comprising:
 - means for generating population segmentation trees based on demographic data and on behavioral data for a set of consumers;
 - means for defining a base level population segmentation tree;
 - means for defining a set of alternative level variables useable as substitutes in the nodes of the population segmentation tree; and
 - means for determining substitute split values for each node of the tree to enable up and down shifting between levels.
10. A system according to claim 9, further including determining whether a level shift is required.
11. A system according to claim 10, further including determining segments using the base level tree when no level shift is required.
12. A system according to claim 10, further including determining segments using another level when a level shift is required.
13. A system according to claim 12, wherein a level is determined when a level shift is required.
14. A system according to claim 9, further including generating population segmentation trees based on demographic data and on behavioral data for a set of consumers.
15. A system according to claim 9, wherein the split values are for income and age.
16. A system according to claim 9, further including means for verifying the results of a segment determination when using substitute values.
17. A software system for segmenting a population, comprising:

- a module for generating population segmentation trees based on demographic data and on behavioral data for a set of consumers;
- a module for defining a base level population segmentation tree;
- a module for defining a set of alternative level variables useable as substitutes in the nodes of the population segmentation tree; and
- a module for determining substitute split values for each node of the tree to enable up and down shifting between levels.

18. A software system according to claim 17, further including determining whether a level shift is required.
19. A software system according to claim 18, further including determining segments using the base level tree when no level shift is required.
20. A software system according to claim 18, further including determining segments using another level when a level shift is required.
21. A software system according to claim 20, wherein a level is determined when a level shift is required.
22. A software system according to claim 17, further including generating population segmentation trees based on demographic data and on behavioral data for a set of consumers.
23. A software system according to claim 17, wherein the split values are for income and age.
24. A software system according to claim 17, further including a module for verifying the results of a segment determination when using substitute values.
25. A software product for segmenting a population produced by the following steps, comprising:

generating population segmentation trees based on demographic data and on behavioral data for a set of consumers;

defining a base level population segmentation tree;

defining a set of alternative level variables useable as substitutes in the nodes of the population segmentation tree; and

determining substitute split values for each node of the tree to enable up and down shifting between levels.

26. A software product according to claim 25, further including determining whether a level shift is required.
27. A software product according to claim 26, further including determining segments using the base level tree when no level shift is required.
28. A software product according to claim 26, further including determining segments using another level when a level shift is required.
29. A software product according to claim 28, wherein a level is determined when a level shift is required.
30. A software product according to claim 25, further including generating population segmentation trees based on demographic data and on behavioral data for a set of consumers.
31. A software product according to claim 25, wherein the split values are for income and age.
32. A software product according to claim 25, further including means for verifying the results of a segment determination when using substitute values.